

In any case, subject and tone are super clear to me:  
simple, simpático, around these-days way of multitasking,  
nice to bump into when scrolling instagram or in-  
between youtube videos. They have this natural feel good  
vibe we get with Lance Accord or Terrence Malick with a  
little twist of humor, still not comedic and always within  
tidy and aspirational Kitchens.



# BARK

Here I imagine we open with a nice, middle-size short-haired dog walking into the kitchen with the water bowl in his mouth. He's the kind of dog we'd all want, that is equally cool with the guys, but also melts the heart of any girl.

It's night time, and we can hear a TV blaring off in the distance.

Fido gets on his hind legs and cleverly places the bowl into the sink under the Delta Faucet besides a Google Home. He barks twice, and starts to pant patiently. We get the feeling that he's been here before, and knows what's going to happen.

From off camera we hear a guy that yells out: "Hey Google, Ask Delta to fill dog bowl." The camera opens up to reveal a silhouette watching TV in the background. Before our guy finishes speaking, the camera is already moving back to focus on the faucet as we catch it in the precise moment that it starts to fill the bowl. The dog moves his tail sideways thinking he did it, and barks in happiness.

Fade up **VOICEIQ LOGO**

In this particular spot, I'd also like to shoot as well individual product shot.

It s a goal to underline how good it is to control Delta with your voice.

I envision this film of the Kitchen Suite as the only one happening at night time, just around dusk, to make a more interesting atmosphere. And this also allows us to show more clearly the guy watching TV in the back..



**HUMOR HERE BUILDS UP AROUND SPECIFICALLY THE FACT THAT THE DOG THINKS THAT IT IS HIM WHO ACTIVATED DELTA.**